

**GUJARAT TECHNOLOGICAL UNIVERSITY****Diploma Sem. - II Remedial Examination September 2009****Subject code: 320024      Subject Name : Communication Skill (AA)****Date: 18 / 09 / 2009****Time: 11:00 am- 01:30pm****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.
4. English version Authentic

- Q.1** (a) Discuss the main points which one should attend while drafting a good business letter. **07**
- (b) Discuss telephone manners. **07**
- Q.2** (a) Discuss the lay-out of a business letter. **06**
- (b) Write short notes on : **08**
- (1) Courtesy in a business. (2) Importance of a business letter.
- OR**
- Q.2** (b) You want to have your house completely renovated. Write a letter to "Facelift" furnishers and decorators, Ahmedabad giving details of your requirements and asking for an estimate of the cost. **08**
- Q.3** (a) As a sales executive of M/s. Shreeji brothers, book sellers and publishers, College Road, Rajkot. Draft a letter of complaint to M/s. Shah and Sons, Ashram Road, Ahmedabad for the delay in delivery of some technical books. **08**
- (b) Congratulate your friend on his winning the first prize in the National Level Badminton Tournament. Draft a letter. **06**
- OR**
- Q.3** (a) You have started a new business under the title Monalisa Plastics. You want to stock different plastic goods. Write a letter of inquiry to Noble Plastics, Mumbai – 07. **08**
- (b) Write a letter to your friend giving reasons for not attending his marriage reception. **06**
- Q.4** (a) A fire broke out in the production unit of your company. Write a report about the mishap listing causes of the fire and suggesting means to avoid such accidents in future. **08**
- (b) Write a letter to a bank that your cheque is lost. **06**
- OR**
- Q.4** (a) You have been consulted by a firm for the selection of a site for their factory. Draft a report. **08**
- (b) Write a letter to your friend who has failed in final semester examination. **06**
- Q.5** (a) Draft an application for the post of a Sales Engineer. Address to the Sales Executive, Bharat Electrical Ltd, Churchgate, Mumbai. **08**
- (b) Write a letter of invitation to a well known doctor of Ahmedabad to deliver on "Precautions against Swineflu" arranged by your institute. **06**
- OR**
- Q.5** (a) Write an application for the post of Architectural Assistant in a reputed company giving your bio-data separately. **08**
- (b) As a secretary of your college, draft an annual report of the Gymkhana activities done during 2008-2009, to your principal. **06**